

Message Text

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PAGE 01 GABORO 00046 091632Z

51

ACTION EB-07

INFO OCT-01 AF-06 ISO-00 COME-00 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 AGR-10

OPIC-06 AID-05 /066 W

----- 106996

R 091430Z JAN 75

FM AMEMBASSY GABORONE

TO SECSTATE WASHDC 6185

INFO AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

AMCONSUL JOHANNESBURG

UNCLAS GABORONE 0046

E. O. 11652: N/A

TAGS: BEXP, BC

SUBJECT: BOTSWANA NATIONAL TRADE FAIR

REFERENCE STATE 279299

1. FOLLOWING INFORMATION IS PROVIDED TO SUPPORT THE NOMINATION OF THE BOTSWANA NATIONAL TRADE FAIR AS A CPF.

NAME: BOTSWANA NATKONAL TRADE FAIR

NATURE OF EVENT: NATIONAL TRADE EXPOSITION WITH EXHIBITS FROM COMMERCIAL FIRMS AND EMBASSIES. ALSO CONTAINS AGRICULTURAL EXHIBITS AND CONTESTS. THE ONLY NATIONAL FAIR IN BOTSWANA.

LOCATION: GABORONE, THE CAPITAL CITY AND MAJOR COMMERCIAL CENTER.

JUSTIFICATION FOR CDF PRESENCE.

A. BOTSWANA IS A MEMBER OF THE SOUTH AFRICAN CUSTOMS UNION AND HAS A RAPIDLY DEVELOPING ECONOMY WITH A REAL GROWTH RATE AROUND 15 PERCENT. THIS GROWTH IS LIKELY TO CONTINUE BASED ON A SUBSTANTIAL NATURAL RESOURCES BASE. TRADE AND INVESTMENT OPPORTUNITIES ARE LIKELY TO EXPAND AND THE GOVERNMENT PLANS SUBSTANTIAL

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PAGE 02 GABORO 00046 091632Z

INVESTMENTS ESPECIALLY IN THE COMMUNICATIONS AND TRANSPORTATION

FIELDS. BOTSWANA IS KEENLY INTERESTED IN EXPANDING ITS TRADE AND INVESTMENT WITH THE UNITED STATES. U.S. PARTICIPATION IN THE FAIR WOULD THEREFORE SERVE OUR MUTUAL TRADE AND INVESTMENT INTERESTS AND ALSO DEMONSTRATED U.S. WILLINGNESS TO ASSIST BOTSWANA'S LONG TERM DEVELOPMENT THROUGH EXPANDED TRANSFER OF PRIVATE CAPITAL AND TECHNOLOGY. IT IS SIGNIFICANT TO NOT THAT THE FAIR ATTRACTS EXHIBITORS AND HIGH OFFICIALS FROM NEARBY COUNTRIES ESPECIALLY ZAMBIA, TANZANIA AND OTHERS. THE FAIR IS ATTENDED EACH YEAR BY PRESIDENT KHAMA AND HIS CABINET. A U.S. PRESENCE WOULD, THEREFORE, BE HELPFUL TO U.S. POLITICAL, TRADE AND INVESTMENT INTERESTS.

B. THE TRADE FAIR IS MODERATELY SMALL (POSSIBLY 35,000 VIEWERS OVER THREE-DAY PERIOD LAST YEAR) AND U.S. PRESENCE NEED NOT BE EXPENSIVE TO HAVE HIGH IMPACT. FOR EXAMPLE, THE 84 SQUARE METERS FLOOR SPACE IN UNWALLED PAVILLION WHICH WE HAVE RESERVED WOULD COST UNDER DOLS 1,000.00. TOTAL COSTS LIKELY BE UNDER DOLS 3,000 AND REQUIRED MANPOWER COULD BE PROVIDED FROM EMBASSY, WITH SOME HELP FROM REGIONAL OFFICES.
BOLEN

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